



PRESS RELEASE

Shield Teens No Sweat Music Fan Challenge: Johannesburg finalists announced TX: Sundays at 6:05PM

Three young Johannesburg competitors will join nine finalists from Pretoria, Durban and Cape Town to determine which of them has what it takes to be the winner of the nationwide Shield Teens No Sweat Music Fan Challenge.

Shield Teens is offering girls aged between 12 and 18 the chance to learn everything they need to know to become a top Video Jockey. The top three will receive bursaries valued at R50 000, R30 000 and R20 000 to take them further in the VJ industry, and a grand finale will be held in Johannesburg during December to announce the winner. In addition, there are some wonderful prizes up for grabs and as a finalist they immediately qualify for a Samsung state of the art camcorder, which they will use during the workshop phase of the competition.

Nomusa Mthethwa, Zethu Dhlodhlo and Palesa Sekati auditioned in Clearwater recently, entertained their way into the judges' hearts and won themselves slots in the VJ workshops that will determine the winner of the competition.

Nomusa Mthethwa is an 18-year-old first year student at Wits University. Currently studying industrial engineering, Nomusa is determined to be a successful businesswoman with a string of companies to her name, including some in the media and communications sector. "I'm originally from Westville in Durban, but I'm enjoying being here at res in Parktown," she says. Nomusa's favourite song is Already Home by Jay Z.

Zethu Dhlodhlo is a 17-year-old learner at Randfontein High School who is determined to follow her passion in media studies "or perhaps become an actuary or accountant. My favourite song is Kanye West's Paranoid," she smiles.

The third finalist from the Clearwater Mall auditions is Palesa Sekati, who is currently in matric at Wendywood High School. The 17-year-old learner from Buccleuch plans on studying law and using her expertise "to build my own empire in property development and communications". Palesa's favourite song is currently Nomalanga by Zuluboy.

Judges Lupi Ngcayisa, Shaun Pearce and Vusiwe Ngcobo were extremely impressed with the second group of finalists. Lupi Ngcayisa says: "We are searching for a true gem who has an insatiable appetite for music and its components – a presenter who aspires to be an authority and a force to be reckoned with in music and entertainment circles. She has to ooze style, personality and character and, of course, she must be a cascading fountain of information when it comes to music.

"All three finalists are incredibly talented, driven and applied themselves phenomenally."

Celebrating the launch of Shield Teens Musicfan – the new variant with a great perfume in a stunning turquoise and silver can – The Shield Teens No Sweat Music Fan Search offers 12 finalists the opportunity to workshop with the best of the best in the industry to increase their confidence levels and learn everything they need to know about being a VJ. They'll learn how to look the part, how to have the confidence and style to carry off being a VJ, how to link from one video to the next, and how to inject gossip as well as insider information into the role. They'll also get to know people in the industry, meet role models and generally learn from those who are already successful.

The entire competition is televised on Sundays at 18h05PM on e.tv and the winner will be announced on Sunday 6 December.

Ethne Whitley, spokesperson for Shield Teens, says the Shield Teens No Sweat Music Fan Search is the latest in a string of opportunities the brand presents to young girls with the aim of helping them to develop self-confidence and achieve their potential.

“Music is the soundtrack of their lives and Shield Teens is offering talented teenage girls the opportunity of a lifetime,” she says. “The brand is searching for girls who have what it takes to become South Africa’s best VJs.”

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On behalf of Shield Teens

28 September 2009

CAPTION

Shield Teens Musicfan Search finalists from Clearwater, Johannesburg

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Nomusa Mthethwa / Zethu Dhlodhlo / Palesa Sekati